195 0. File No. 2102/48

P.W DEPARTMENT

B CLASS

E BRANCH (11)

Subject:— Publicity

Co-ordination of publicity of all Depts. under the Directorate of Publicity

Information reg.—

(5)

B [K] - 1950

File No. 2102/48 — EW.

Ftd. Secat. Slip. 94 A

G.R., G.D., No. 2408, dated 22-6-22.]

Correspondence

DOCKET SHEET

Subject :—

File No. 2102/48

P.W. **DEPT.**

E **BRANCH.**(11)

References :— Copies of pages from the main file B[M]

Date.	To whom sent.	Notes and instructions.

Mobile Publicity vans Pool.
Creation of - for the Co-ordination of Mobile Publicity Works of Various Departments.

GOVERNMENT OF BOMBAY.

Political and Services Department.

Resolution No. 3188/46.

Bombay Castle, 16th August 1950.

Note from the Director of Publicity, Bombay dated the 22nd - May. 1950.

With the achievement of Independance, the Publicity emphasis is shifting to languages and rural publicity. The illiterate masses - living in the interior are getting awakened to the fact that they can now shape their future in the way they like. They are anxious to know how they can do it, they want to know how their Government would help them. Those people who cannot read and those places where newspapers reach with difficulty or do not reach at all can be very well served by Mobile Publicity Vans. Every Department cannot go and tell them about its activities. If the every Department or even some Departments were to establish their publicity organisations or own vans, it would mean very heavy expenditure for the Government and still the desired results would not beachieved in the absence of co-ordination and employment of propoer publicity technique.

It is, therefore, now time that all publicity and propaganda activities of all the Departments of the Government should be co-ordinated and marshalled through one channel. Such a co-ordination is also essential in the interests of economy and efficiency as well as for getting maximue services out of the limited sources. Instead of separate Departments going in for separate vans for isolated Departmental propaganda, it would be much better and more economical to centralise propaganda for all Departments through a Mobile - Publicity van in each District.

I therefore, suggest that as a first step in this direction :-

(1) a 'Mobile Publicity Vans pool' may be established and - Mobile Publicity vans belonging to all Departments of the Government (including their budgets and the staff) be pooled together into it;

(2). This Mobile Publicity Vans .

(2). this Mobile Publicity Vans Pool may be placed under the control of the Home Minister who is the Minister -in-charge of Information and Publicity;

(3). The Directorate of Publicity as the Central Publicity Agency of the Government may look to the day-to-day administration of the Mobil Publicity Vans pool and seek orders from the Home Minister on important questions of policy only1;

(4). All the Departments of the Government should make full use of this channel for their publicity needs and send their literature, circulars, films and publicity material to the Directorate for this puppose .

(5). Keeping in view the needs of the various Departments, the Directorate should draw up a comprehensive and detailed plan of publicity for each district and marshal it through the van in the district.

(6). if any department requires any special publicity on any subject or in any particular district, arrangements should be made for that also ~~bythe~~ by the Director of Publicity.

(7). District Publicity Committees may be appointed under Chairmanshipe of the Collector of the District. The Lecturer-in -chagge of the Mobile Publicity Van of the District will be the Secretary. The following may be ~~apppointed~~ appointed ~~under the Chairmanship of the Collector~~ as members of this Committee. :-

(i) Regional Publicity Officer of the region concerned

(ii). District Prohibition Officer.

(iii) Educational Inspector.

(iv). Labour Welfare Officer.

(v) District Agricultural Officer.

(vi) Secretary, Rural Development Board.

(vii) Station Director of the Nearest Radio Station.

This office will communicate to the collectors of each district the names of Regional Publicity officer and Station Director concerned.

The Committee may be empowered to co-opt. other official members in consultation with the Director of Publicity.

(8) Periodical publicity co-ordination conferances may bee held and publicity work done in each District reviewed. In addition to the Secretaries of the Departments , the heads of Departments and other officials concerned may also be invited to this conference. The Director of Publicity should do this.

(9). On receipt of the approval of this shhemd , the Directorat may statt pooling the Vans together, standardizing and re-allocating ing them and drawing up district up publicity plans for each of them. Talking points andinstructions may be issued from the Head Quarters to the Lecturers in regard to district publicity for the various departments.

Resolution. :- Government is pleased to direct that the work of publicity of all the Departments and offices of Governmente should be co-ordinated under the Directorate of publicity and to approve of the schemefor the establishment of the "Mobile Publicity Vans Pool, suggested by the Director of Publicity comprising of the following Government Mobile Vans operating in thhe the State :-

Name of the Department.	Number of Vans.
Home Department	14.
Civil Supplies Department.	1.
Revenue Department.(Prohibition).	23.
Local Self-Government and Public Health-Department.	1.
Labour and Housing Department.	2.
	41.

For the present, the four vans belonging to the Civil supplies Department, the Local self Government and Public Dhealth Department and the Labour and Housing Department should be excluded from the pool.

2. The Director of Publicity Bombay, should be the controlling authority to allot more than one van to some of the districts according to the needs and importance of publicity in those districts and to keeip two or three vans for replacement in case of the breakdown of any of the vans operating in the districts.

3. Governments is also pleased to appointment- a District ...

District Publicity Advisory committee in each district under the Chairmanship of the collector with the following as members of the committee . -

(i) Regional Publicity officer of the Region Concerned.

(ii) Education Inspector.

(iii) Labour Welfare officer.

(iv) Disttict Agricultureal officer.

(v). Secretary, Rural Development Board.

In the case of the districts where only one van is - stationed in charge of the District Prohibition officer the District Prohibition officer will be the Secretary while in the case of the Dostricts where two vans are posted, the Lecturer will be the Secretary and the District Prohibition officer will be the Joint Secretary of the Committee. The Director of Publicity should intimate to the Collectors the names of the Regional Publicity Officers. The committee may, if necessary co-Opt other official members in consultation with the Director of Publicity and invite the station Director of the nearest station of the All India Radio or his representative to attend meetings of the committee. The committees will suggest the points on which publicity in the respective Districts is required by various Departments of the Government and the Co- ordination of the same. The officers in charge of the vans will draw up their programmes in the light of the advice of these Committee.s.

4. The Director of Publicity should draw up a complete plan of allocation of vans and issue instructions to the Regional Publicity officers and the lecturers in- charge of the vans,etc. in regard to publicity and other matters. The staff sanctioned for the vans and also in the offices of the Heads of Departments for managing the the work of publicity of the Departments concerned should be transferred to the Directorate of Publicity. The grants sanctioned to those Departments for the daid work during the current year should be surrendered to Government.

5. All Departments and ...

5. All Departments and offices of Government should make - full use of the Mobile publicity vans pool for their publicity needs and send their literature circulars, films and publicity material for the purpose tothe Director of Publicity who will draw up a detailed plan of publicity for each districtq keeping in view the need of the ~~the~~ various Departments.

6. The expenditure should be debited to the budget head " 25 General Administration C- Secretariat and Headquarters Establishment - Director of Publicity K-8(a) Scheme of film pyblicity through Mobile Publicity Vans." The source to meet the expenditutre will be pointed out in due course.

By order of the Governor of Bombay.

M. D. BHAT.

Chief Secretary to the Governmentof Bombay
Political and Services Department.

G. R. P. & S. D. No. 3188/46, dated 16th August. 1950.

To

The Secretary to the Governor,
The Secretary to the Honorable the Chief Minister,
All Personal Assistants to the Honourable Minister,
The Director of Publicity, Bombay,
The Prohibition and Excise Commissioner,
All collectors,
All District Prohibition officers,
All District Educational Inspectors,
All Labour Welfare Officers,
All District Agricultural officers,
All Secretaries of Rural Development Boards
The Secretary, Recreation Board,
All other Heads of Departments and Heads of offices under the several Departments of the Secretariat
The AccountantGeneral, Bombay,
The Home Department,
The Finance Department.
All other Departments of the Secretariat. copy...

Copy forwarded for information and guidance. to

MBT.

T.W. Pyare
25/7/56